

Rasagy Sharma

Product Designer, Data Artist, Sketchnoter

Contact hello@rasagy.in / +91 90492 14140

Social [Linkedin](#) / [Twitter](#) / [Instagram](#)

Education

2012 – 14 M.Des. **Information & Interface Design**, NID Bangalore

2007 – 11 B.E. **Computer Science Engineering**, BITS Pilani Goa Campus

Experience

Apr, 2021

Founding Product Designer, Sundial

– Oct, 2022

Designed a **self-serve product** that made **customer onboarding 12x faster**.

Designed a **strategic insights product** that drove **customer acquisition**.

Led several design initiatives: Built **Customer Discovery & User Research** practice,

Drove analysis & concepts for **New Customer** pitches, Established **Design Principles**,

and contributed to **Linnaeus Design System**.



Sundial is a B2B SaaS platform for product teams to get deep insights from their product data, founded by Julie Zhuo & Chandra Narayanan.

Dec, 2018

Head of Design, Gramener

– Mar, 2021

Managed & grew the design team (6 → 10), increased **cross-domain collaboration**, streamlined design KPIs & **reduced delivery delays** by improving design process.

Grew revenue to 4x from key accounts in domains such as Cyber Threat Security,

Customer Experience & Healthcare through Information Experience Transformation.

Evangelized design & data storytelling through internal & external trainings.



Gramener is a Data Science & AI consulting company, with a focus on data visualization & data storytelling for enterprise clients.

Jul, 2018

Design Consultant, Nestaway

– Dec, 2018

Mentored the newly-formed design team & supported on **Design Ops**.

Established **design processes** & evangelized design thinking in the Product team.



Nestaway is a B2C home rental platform.

Aug, 2016

Designer, Mapbox

– Jul, 2018

Led the design practice for Data team in Bengaluru. **Redesigned OSMCha** that made OSM QA (geo-data) **~12x faster** & was used by teams at **Microsoft, Apple & Facebook**.

Designed & developed award-winning map-based products.



Mapbox is a B2B SaaS platform for developing maps & location-centric products.

Mar, 2015

Founding UX Designer, Barclays

– Jun, 2016

Part of Design & Digital Office. Did field research, **end-to-end design** & launched

4 Innovation products for African market. **Launched RISE Accelerator** in India.



Barclays is a 330+ yrs old British bank.

Nov, 2014

Research Associate, IDC, IIT Bombay

– Jan, 2015

Kickstarted the **Information Design Lab** with Prof. Venkatesh Rajamanickam.



IDC is a design school within IIT Bombay.

Apr, 2014

UX Design (Intern), Microsoft Studio ⁺⁹¹

– Aug, 2014

Designed & shipped a NFL app for Windows Phone in **2 months** (Bing Sports team).

Conceptualized a Data Center network monitoring tool (Cloud & Enterprise team).



Studio ⁺⁹¹ is Microsoft's Design studio in India.

Aug, 2011

Founding UX Designer, Capillary Technologies

– Jun, 2012

Designed Customer Engagement, Analytics & Visualization products.



Capillary Tech is a customer-engagement product.

Rasagy Sharma

Product Designer, Data Artist, Sketchnoter

Teaching

- 2018–23 **Adjunct Assistant Professor, IDC, IIT Bombay**
Did workshops on Schematic Mapping & Creative Coding.
Evaluated project juries.
- 2016–23 **Visiting Faculty, NID, Bangalore & Paldi**
Taught courses on Data Storytelling, Digital Cartography,
Geo-visualization, Creative Coding & Design Foundation.
Evaluated graduation project juries.
- Others **Visiting Faculty, Srishti, NIFT Jodhpur, JKL**
Taught courses on Information Visualization & Tableau.

Talks & Workshops

- Data Viz IIM-A, ISB Hyd, UX Now, DesignUp, IndiaHCI, Tiny Viz Talks,
Processing Community Day India, ACM SIGCHI, MITID Pune,
Fifth Elephant, Hill Hacks.
- Mapping Outlier, State of the Map USA, Science Gallery Bengaluru,
Fifth Elephant, Ashoka Uni., Plaksha Uni., SPA Bhopal,
Dfrost (NID Bangalore).
- Others World Interaction Design Day, DVS Fireside Chat,
World Information Architecture Day.

Volunteering

- 2018–23 **DesignUp Conference & DesignUp School**
Speaker curation & coaching, Unconferences, Scholarships,
Sketchnoting, Logistics & Cohort guide.
- 2019–23 **Creative Coding Santé**
Helped organize creative coding meetups in Bangalore.
- 2011–19 **IndiaHCI, Interact & APCHI**
Chair for Workshop & Courses, Chair for Student Volunteers,
& Student Volunteer (2011–14).
- Others IxDA, PCD India, Datameet, Bangalore Design Week,
MetaRefresh, Anthill & Fifth Elephant, Droidcon India,
Design Day, Techease, UX India.

Hobbies

Sketchnoting, Creative Coding, Football, Ultimate Frisbee.

Recognition

- Award FastCompany Innovation by Design Award,
World Data Viz Prize, Data Comicgen Award,
MADTA Data Hackathon, Urban Mobility Challenge,
Women Safety Contest (IndiaHCI).
- Exhibition Data Canvas exhibition (NGMA BLR),
City Vis exhibition (Berlin), Abhikalpana (IIT Bombay),
Mozilla Maker Party (Jaaga, BLR), Life With Data (BLR).
- Featured on SketchnoteArmy Podcast, Visual.ly Staff Picks,
Visualizing.org Highlights, Visualising Data.

Selected Side Projects

- 2021 **Mapping Patterns of Violence Against Journalists in India**
Collab with Polis Project. Designed & developed a
scrollytelling narrative to highlight 250+ incidences of
violence faced by journalists over two years.
- 2020 **World Wisdom Map**
Collab with Project Fuel. Made custom map designs,
interactive visualization & data artwork for highlighting
200+ life lessons collected from around the world.
- 2019 **Data.n.coded**
Collection of creative coding experiments on themes like
making abstract art generative & mandalas from names.
- 2017 **Visualizing Traffic Fatalities in Washington D.C.**
Collab with Washington D.C. Department of Transport.
Designed & developed an interactive geo-visualization of
3 years of traffic accident data for their Vision Zero initiative.
- 2016 **This was once home**
Designed an interactive map of memories from my time in
Magarpatta City, Pune.
- 2015 **Visualizing 500 Days of Summer**
Designed & developed an interactive visualization of the
non-linear narrative in the movie 500 Days of Summer.
- 2013 **Visualizing Trains from Indian Metros**
Designed & developed an interactive data artwork about
how 4 major metros connect the rest of India.